



Cheong Wen Xuan

Designer

Designing the spaces between people, systems, and experiences, starting with empathy.

Wen Xuan is a designer with a background in mass communication and client-facing roles, she brings an added ability to listen, facilitate dialogue, and navigate diverse perspectives. These experiences shape her approach that is grounded in clarity, empathy, and connection.

Her practice is rooted in collaboration. To uncover root causes and surface gaps that often go unnoticed, she works to co-create with the people involved, rather than designing from a single perspective. She believes the most meaningful insights and applicable solutions emerge when designing with people, not just for them. As a designer driven by curiosity about how things work behind the scenes, she is interested in applying her human-centred design skills across multiple fields to shape more inclusive and thoughtful experiences, and better ways of creating them together; within the systems, services, and environments people encounter every day.

Contact

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Education

2024 – 2026

BA (Hons) Design for Social Futures

University of the Arts Singapore/
Lasalle College of the Arts

2020 – 2023

Mass Communication

School of Film and Media Studies,
Ngee Ann Polytechnic

Hard Skills

- Visual Design
- UX/UI Design
- User Centric + Service Design
- Adobe Suite + Figma

Soft Skills

- Design Research
- Critical Thinking
- Collaboration
- Strong Communications Skills
- Independent Learning
- Adaptable

Experience

○ Jul 2024 – Present

UAS-LASALLE BA (Hons) Design for Social Futures

Student

In this programme, I learnt to use my design skills for meaning; care for the community and environment when creating. Through a exposure to various people from different industries, we learnt to operate in trans-disciplinary settings; amongst peers and with external industry partners and stakeholders. We're constantly exposed to user-centred design processes like co-designing with the community to create something that suits their needs, rather than creating something in a workshop by ourselves without the input of those who matter.

○ Jul 2025 – Aug 2025

NUHS Office of Sustainability

Intern

In this internship, I learnt about how sustainability exists in an organisation through observations and interviews. With other interns, I filmed a video of sustainable initiatives happening at NUH, covering the planning and execution of said initiatives. This internship prepared me for my final year project about sustainability in hospitals, helping me to understand the culture of NUHS and NUH as well as the ways to work with various stakeholders, informing the development of my final year project design.

○ Jan 2023 – Sept 2024

Three60° Consulting

Accounts Executive

As an Accounts Executive, I managed client relationships and coordinated all aspects of photoshoots from start to finish. This involved liaising directly with clients to understand their needs, ensuring smooth communication throughout the process, and overseeing logistics to deliver high-quality results. I worked closely with the creative team to align visuals with client expectations, while also managing timelines and ensuring projects were completed on schedule. My role helped me enhance my interpersonal skills to handle client queries and feedback, ensuring satisfaction, and building long-term relationships.

○ Oct 2022 – Jan 2023

Hashtag Interactive Ptd Ltd

Design and Animation Intern

As the sole design intern based in Singapore, I had to work closely with the international team digitally. I collaborated remotely, adapting quickly to shifting priorities and meeting tight deadlines. Additionally, I contributed to photo and video shoots, using my design expertise to capture and edit visuals that aligned with project goals. This experience enhanced my ability to manage multiple tasks independently while supporting the team's creative needs across borders.